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ABSTRACT

In spring 1990, a study was conducted at William Rainey Harper College (WRHC) to determine the feasibility of adding a career program in Hotel/Motel Management (HMM) to the current Food Service Program. Surveys were sent to 53 hotels and motels in the WRHC service area to determine employment demands that would affect the hiring of graduates of the proposed program over the next 5 years, as well as to assess the interest among current employees in obtaining further specialized training. Study findings, based on a 55% response rate, included the following: (1) in any one semester, current employee demand would bring an additional 39 new full-time students, 105 new part-time students, and 81 new full-time equivalent students to WRHC, more than doubling current enrollment in the Food Service Program; (2) the starting salaries for graduates of the proposed program was estimated at $19,000 annually, which is less than the $24,000 average salary of other career graduates of WRHC; (3) given the starting salary differential between programs, actual HMM program enrollments might be lower than numbers projected from the current employee demand; (4) the 29 respondents indicated that they could place 46 students per year in internship positions; (5) course scheduling preferences were for weeknights; (6) course preferences included Front Office Procedures, Spanish, and marketing classes; and (7) about half of the responding organizations indicated that they would provide some type of tuition reimbursement. Data tables, the survey instrument, cover letter, and course lists are included. (GFW)

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Office of Planning and Research

William Rainey Harper College

FEASIBILITY STUDY FOR HOTEL/MOTEL CAREER PROGRAM FOR HARPER COLLEGE

Volume XIX, No. 1
September 28, 1990

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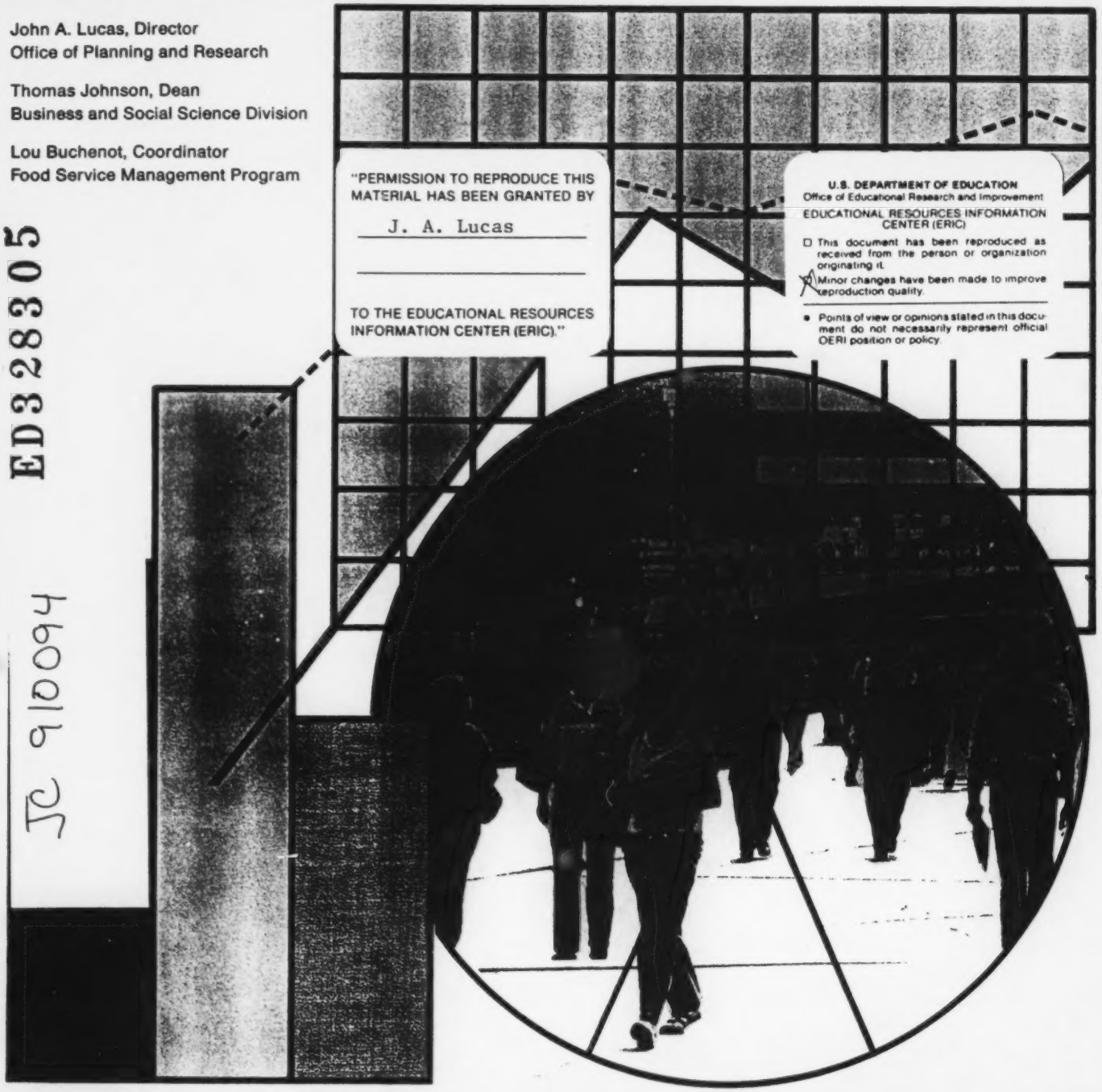

ABSTRACT

THE PURPOSE OF THIS STUDY WAS TO DETERMINE THE FEASIBILITY OF BEGINNING A CAREER PROGRAM IN HOTEL/MOTEL MANAGEMENT. A SURVEY WAS DEVELOPED JOINTLY BY A GROUP OF APPROPRIATE PERSONS TO DETERMINE THE EMPLOYMENT AND DEMAND AND INTEREST IN AN EDUCATION PROGRAM FOR EXISTING EMPLOYEES OF AREA HOTELS AND MOTELS. IT WAS MAILED TO 53 AREA HOTELS AND MOTELS AND AFTER APPROPRIATE FOLLOW UP, 29 RESPONSES WERE OBTAINED FOR A 55 PERCENT RETURN RATE WHICH IS PHENOMENAL FOR THIS TYPE OF STUDY.

RESULTS OF THE SURVEY SHOWED THAT THE EMPLOYMENT DEMAND WOULD BRING ADDITIONALLY 39 FULL-TIME STUDENTS, 105 PART-TIME STUDENTS, AND 81 FTE TO THE CAMPUS. THIS WOULD RESULT IN 13 ADDITIONAL SECTIONS IN FOOD SERVICE MANAGEMENT EACH SEMESTER MORE THAN DOUBLING CURRENT ENROLLMENT. HOWEVER, SINCE THE STARTING SALARY OF THE GRADUATES OF THIS PROPOSED PROGRAM IS ONLY $19,000 ANNUALLY, COMPARED TO $24,000 FOR ALL CAREER GRADUATES AT HARPER, IT IS UNLIKELY THE ACTUAL ENROLLMENT WILL BE THAT LARGE. HOWEVER, THIS WOULD ONLY AFFECT NEW HIRES AND NOT EXISTING EMPLOYEES ENROLLED IN THE PROGRAM SO ENROLLMENT WILL BE ADEQUATE TO JUSTIFY THE PROGRAM.

THERE ARE ENOUGH INTERNSHIP OPPORTUNITIES FOR ALL THE PRE-SERVICE STUDENTS ENROLLED IN THE PROGRAM.

TABLE OF CONTENTS

	Page
I. Purpose	1
II. Methodology and Population Surveyed	1
III. Discussion of Results	1-2
IV. Major Conclusions	2
V. Detailed Results	
A. Estimate of Enrollment in Proposed New Hotel/Motel Program	3
B. Estimate of New Hires by Area Hotels	4
C. Number of Current Employees	4
D. Most Convenient Time for Employees to Take Courses at Harper	4
E. Tuition Reimbursement Programs Available for Employees	5
F. Present Staffing in Hotels and Motels in Survey	5
G. Positions Associate Degree Graduates Would be Hired For	5
H. Range of Expected Starting Salaries for New Hires	6
I. Range of Expected Salaries After One Year	6
J. Functional Areas in Which Hotels and Motels Have the Most Trouble Providing Training or Trained Personnel	6
K. Survey Respondents General Evaluation of Proposed Program	7
L. Most Significant Courses in Proposed New Program Which Most Relates to Respondents Needs	7
M. Courses in Proposed Program Which Would be of Little Value to Organizations Surveyed	7
N. Suggestions for the Modification of the Proposed Curriculum	8
O. Hotels or Motels Who Could Use Students for Internship	9
VI. Appendix	

- Cover Letter with Survey Instrument
- Proposed Curriculum
- New Courses
- Existing FSM Courses

PURPOSE

The purpose of this study was to determine the feasibility of beginning a career program in Hotel/Motel Management in addition to the current Food Service Program. The survey was designed to determine the demand by the employers for hiring graduates of the proposed program or for offerings for existing employees. The study was commissioned by the Dean of the Business and Social Science Division and the Coordinator of the Food Service Program.

METHODOLOGY AND POPULATION SERVED

The survey instrument shown in the appendix was developed jointly by the Office of Planning and Research, the Dean of the Business and Social Science Division, the Food Service Program Coordinator and two managers of local hotels.

It was mailed to 53 area hotels and motels. After several follow-up attempts completed surveys were obtained from 29 of these organizations for a 55 percent response rate which is phenomenal for this type of feasibility study. One respondent was located far away from the district and so this response was removed from the analysis. Thus only hotels and motels located in Harper's District or ones very close to its borders were included.

DISCUSSION OF RESULTS

The basic information received was the demand level for the program which included new hires among its graduates and current employees of area hotels and motels who would be encouraged to enroll in the programs. The demand was spread out over a five-year period. Those in the associate degree program would take 60 percent of their courses in FSM and 40 percent in electives. Among the new hires, 25 percent would be in Food and Beverage for which we already have a program. Thus to estimate the additional enrollment Harper would derive from the proposed new program only 75 percent of the new hire demand was used. Using these assumptions it was estimated in any one semester there would be 39 new full-time students, 105 new part-time students and 81 new FTE. Some of the courses these students are taking are electives, so if we consider only the load on FSM courses there would be 23 additional full-time students, 73 additional part-time students and 52 additional FTE. If one assumes each new course section would average 20 students there would be a demand for 13 additional sections each semester. This would more than double enrollment in the FSM program. Thus the demand provides a very adequate justification for the program.

The average salary for new hires after a year on the job would be about $19,000. The mean salary for all Harper career alumni a year ago was $24,000 a year after leaving Harper. Thus since the salary is a little weak there may be a situation where the actual enrollment will be under the demanded level of enrollment. The salary level effects only the new hires and not current employees who would enroll. The respondents indicate they have placement for 46 students per year in internships. Since this figure exceeds the number of full-time students in the program not already employed in the hotel/motel field, there will be more than enough internship opportunities.

The largest preference for times courses are offered are week nights. About half the responding organizations provide some type of tuition reimbursement. In terms of present staffing, the division is fairly equal between those with a college degree in the hospitality field, those with other college degrees and those with no college degree. About 30 percent of the current employees are in food and beverage

DISCUSSION OF RESULTS (continued)

while another 20 percent are in front office management and another 20 percent are in sales. The three areas where these organizations have the most trouble finding new hires are in front office, housekeeping and food and beverage.

The curriculum was very impressive to 97 percent of the respondents. The most significant courses for the purpose of those respondents was "Front Office Procedures", "Hospitality Cost Control", "Spanish", "Hospitality Law and Risk Management", and "Marketing and Promotional Sales".

MAJOR CONCLUSIONS

The employment demand would bring additionally 39 full-time students, 105 part-time students and 81 FTE to the campus. This would result in 13 additional sections in Food Service Management each semester more than doubling current enrollment. However, since the starting salary of the graduates of this proposed program is only $19,000 annually, compared to $24,000 for all career graduates at Harper, it is unlikely the actual enrollment will be that large. However, this would only affect new hires and not existing employees enrolled in the program so enrollment will be adequate to justify the program.

There are enough internship opportunities for all the pre-service students enrolled in the program.

Estimate of Enrollment in Proposed New Hotel/Motel Program

	Associate Degree	Certificate	A Few Courses	Total
New hires among Harper graduates	130	--	--	130
Existing employees enrolling at Harper	80	35	80	195
Spreading demand over 5-year Period - All Courses				
Average Per semester (not summer)				
Full time x 4/10	52			52
Part time x 1	80	x1/2 17	x1/10 8	105
FTE				94
Spread over 5-year period FMS Courses only average per semester not summer	60%	100%	100%	
Full time	31			31
Part time	48	17	8	73
FTE				60

If 25 percent of new positions are food service then these would not be new positions. So in terms of additional enrollment - multiply new positions x .75

All courses average per semester, not summer				
Full time	39	--	--	39
Part time	80	17	8	105
FTE				81
FSM courses only average per semester, not summer				
Full time	23	--	--	23
Part time	48	17	8	73
FTE				52
3-hour section enrollments				261
at 20 per section/number of new sections offered				13

Estimate of New Hires by Area Hotels from Associate Degree Graduates of Harper

Hotel Number	Their Estimate	Best Estimate	Hotel Number	Their Estimate	Best Estimate
1	4-6	5	16	10	10
2	--	0	17	7	7
3	6-8	7	18	5	5
4	Too far away	0	19	1-2	1.5
5	4	4	20	--	0
6	1-10	5.5	21	4	4
7	2-6	4	22	3	3
8	Open	1.5	23	as many as possible	15
9	1-2	1.5	24	--	0
10	4-10	7	25	2	2
11	2	2	26	4	4
12	3	3	27	2	2
13	--	0	28	2	2
14	2-5	3.5	29	15	15
15	15	15	Total		130

Number of Current Employees by Function who Would Be Encouraged to Enroll in Harper's Program

Function	Encouraged to Enroll in Associate Degree Program	Encouraged to Enroll in Certificate Program	Encouraged to Enroll in a Few Courses
Front Office	30	14	27
Housekeeping	5	7	9
Sales	7	4	13
Accounting	5	0	8
Food and Beverage	28	4	15
Recreational	0	0	1
Engineering	3	6	6
Secretarial	2	0	1
Total	80	35	80

Most Convenient Time for Employees to Take Courses at Harper in Hotel/Motel Management Program

Time	N	PCT of 28
Early weekday mornings - 7:00 a.m.	9	32
Late weekday afternoons - 4-6:00 p.m.	9	32
Weeknights - 6-9:00 p.m.	19	68
Saturday mornings	10	36
Varies by shift	2	7
All above times are good	1	4
Work schedule can be adjusted around course times	1	4

Tuition Reimbursement Programs Available for Employees Enrolled in Hotel/Motel Program at Harper

Type of Program	N	PCT
Full tuition covered	5	18
Partial tuition covered	8	28
Tuition reimbursement applicable to only some employees	1	4
Not sure of tuition reimbursement program in this organization	3	11
No program at this time	11	39
Total	28	100

Present Staffing in Hotels and Motels in Survey

Function	College Degree in Hospitality Field		Other College Degree		No College Degree	
	N	PCT	N	PCT	N	PCT
Sales	20	7.6	23	8.7	8	3.0
Front Office	16	6.0	15	5.7	25	9.4
Housekeeping	6	2.3	3	1.1	16	6.0
Accounting	7	2.7	9	3.4	8	3.0
Food and Beverage	32	12.1	29	11.0	25	9.4
Recreation	1	.4	4	1.5	0	0
Engineering	3	1.1	3	1.1	9	3.4
Other	0	0	3	1.1	0	0
Sub-Total	85		89		91	

Total ---------- N = 265
PCT = 100.0

Positions Associate Degree Graduate Would be Hired For	N
- Front Desk Clerk or Sales Representative or Asst. Manager	17
- Housekeeping Assistant Supervisor or Manager	11
- Assistant Management Trainee	10
- Night Auditor	5
- Food and Beverage Assistant Manager	4
- Restaurant Department Assistant Manager	9
- Cook or Assistant Chef	2
- Catering Assistant	1
- Reservations	1
- Guest Service Representative or Supervisor	1
- Assistant Sales Manager/Trainee	4
- Concierge	1
- Any entry level position	2
- Shift Leader	1
- Hostess	2
- Server	1
- Houseman	1
- Maintenance	2
- Fitness Clerk	1
Total	76

	N	PCT
Food Service Positions	19	25
Non-Food Service Positions	57	75
Total	76	100

Range of Expected Starting Salaries for New Hires

Range	Expected Starting Salary	Range	Expected Starting Salary
$21,200 - $22,000	$21,600	$18,000 - $22,000	$20,000
$15,000 - $20,000	$17,500	$11,440 - $13,520	$12,480
$13,000 - $16,000	$14,500	$14,000 - $16,000	$15,000
$12,000 - $15,000	$13,500	$11,960 - $13,500	$12,730
$15,000 - $20,000	$17,500	$14,000 - $16,000	$15,000
$18,000 - $19,000	$18,500	$16,500 - $18,500	$17,500
$17,000 - $20,000	$18,500	$16,000 - $18,000	$17,000
$10,000 - $14,000	$12,000	$11,400 - $12,000	$11,700
$15,000 - $18,000	$16,500	$14,000 - $16,000	$15,000
$11,000 - $14,000	$12,500	$ 8,000 - $ 9,000	$ 8,500
$18,000 - $21,000	$19,500	$18,000 - $19,000	$18,500
$10,600 - $14,000	$12,250	$10,000 - $15,000	$12,500

Lowest Starting Salary -------- $ 8,000
Expected Starting Salary ------ $15,430
Highest Starting Salary ------- $22,000

Range of Expected Salaries After One Year

Range	Expected Salary	Range	Expected Salary
$23,320 - $24,200	$23,760	$18,000 - $25,000	$21,500
$18,000 - $28,000	$23,000	$14,560 - $18,000	$16,280
$18,000 - $19,500	$18,750	$18,000 - $25,000	$21,500
$15,000 - $18,000	$16,500	$14,040 - $15,600	$14,820
$17,000 - $22,000	$19,500	$19,000 - $21,000	$20,500
$21,000 - $23,000	$22,000	$18,500 - $20,000	$19,250
$25,000 - $30,000	$27,500	$18,000 - $19,000	$18,500
$14,000 - $18,000	$16,000	$12,480 - $13,000	$12,740
$18,000 - $21,000	$19,500	$18,000 - $20,000	$19,000
$14,000 - $18,000	$16,000	$ 9,840 - $11,060	$10,450
$21,000 - $24,000	$22,500	$20,000 - $23,000	$21,500
$13,000 - $15,000	$14,000	$16,000 - $21,000	$18,500

Lowest Salary after One Year -- $ 9,840
Expected Salary after One Year- $18,900
Highest Salary after One Year - $28,000

Functional Areas in Which Hotels and Motels Have the Most Trouble Providing Training or Trained Personnel

Functional Area	N	PCT of 28
Front Office	16	57
Housekeeping	13	46
Food and Beverage	13	46
Sales	7	25
Accounting	6	21
Engineering	4	14
Other	3	11
Recreational	1	4

Survey Respondents General Evaluation of Proposed Program in Hotel/Motel Management

Evaluation	N	PCT
Impressed - could hire graduates as program stands	25	84
Impressed but have no need to hire new employees at this time	4	13
Modifications should be made	1	3
No need for such a program	0	0
Total	30	100

Most Significant Courses in Proposed New Program which Most Relates to Respondents Needs	N
Front Office Procedures	12
Hospitality Cost Control	8
Spanish	8
Hospitality Law and Risk Management	8
Marketing and Promotional Sales	7
Internship and Hands-on Experience	7
Hotel/Motel Auditing	6
Hotel/Motel Housekeeping	5
Introduction to Hospitality Industry	4
Introduction to Business Organization	4
Hotel/Motel Engineering	3
Food Service Supervision	3
Food Standards and Sanitation	3
Hospitality/Facility Maintenance	2
English	2
Business Math	2
Food and Beverage	2
Supervision and Management Skills	2
Introduction to Psychology	1
Speech Communications	1

Courses in Proposed Program Which Would be of Little Value to Organizations Surveyed	N
Quantity Food Production	4
Social Science Electives	4
Basic Quantity Bread and Pastry Arts	3
Basic Quantity Culinary Arts	2
Food Standards and Sanitation	2
Restaurant Layout and Equipment	2
Menu Planning	2
Purchasing and Storage	1
Sales	1
Introduction to Hospitality Industry	1
Quantity Food Service	1
Food Service Supervision	1
Introduction to Wines and Spirits	1
Personnel Management	1
Control and Monitoring Methods	1
Food and Beverage Costs	1
Food and Beverage	1

Suggestions for the Modification of the
Proposed Hotel/Motel Management Curricula

Respondents	Responses/Suggestions
1	No response
2	Should have hotel accounting course and human resource/personnel
3	No response
4	Hotel/Motel administration and room management - you need to add a course on housekeeping - from cleaning rooms to inventory
5	No response
6	More room related courses
7	No response
8	No response
9	No response
10	No response
11	The hotel/motel business is people - managing them and serving them. There should be much more emphasis on personnel management, motivation and dealing with problem people. The most valuable course is the internship. All students should work at least 10-15 hours per week in a hotel throughout the entire length of their degree - (2 years).
12	No response
13	No response
14	Computer PC introduction w/pms overview - inventory control - accounting with P/1 statement - competition - what do you watch!
15	No response
16	If possible, offer a certificate in hotel sales and marketing.
17	Lotus 123 - telephone department - activity and accountability - property management system course.
18	Stress on English written and verbal - Spanish - French
19	If engineering does not cover routine maintenance, that should be considered.
20	To offer a class on professionalism in the hospitality industry and also a class on resume preparation skills.
21	Interviewing skills seminar
22	No response
23	No response
24	No response
25	No response
26	No response
27	No response
28	No response
29	Reservations and PMS System Selection

Hotels or Motel Who Could Use Students in Proposed Program for Internship

Hotel or Motel	Response	Estimated Number at anyone time
1	2-4 at any one time	3
2	Need more information	0
3	3 at any one time	3
4	Too far from Harper	0
5	No	0
6	Possibly	0
7	10-15 at any one time	12
8	2 at any one time	2
9	Need more information	0
10	Need more information	0
11	2-3 at any one time	3
12	Need more information	0
13	No response	0
14	2 at any one time	2
15	5-6 at any one time	5
16	Not specified how many	0
17	2 at any one time	2
18	3-4 at any one time	4
19	1 at any one time	1
20	Possibly	0
21	2 maximum at any one time	1
22	Possibly	0
23	Depends on time of year	0
24	Need more information	0
25	No response	0
26	2 at any one time	2
27	Need more information	0
28	1 at any one time	1
29	5 at any one time	5
Total		46

APPENDIX

- Cover Letter
- Survey Instrument
- New Courses
- Existing FSM Courses

William Rainey Harper College
1200 West Algonquin Road
Palatine, Illinois 60067-7398
708-397-3000

Spring 1990

Dear Sir/Madam:

In cooperation with an advisory group of hotel/motel executives, whose names are listed on the attached page, Harper College is considering expanding its curricula to include a degree program in Hotel/Motel Management. We request that you record your reactions to this proposal on the enclosed questionnaire. The College must obtain this data to justify further program development to the Illinois Community College Board in Springfield.

The College and the advisory committee perceive the program as being in-service training primarily designed for those already employed in the hotel/motel field. Additionally, the program will be suitable as pre-service training for recent high school graduates who may be considering a hotel career.

We see the potential advantages of this proposal as:

1- offering hotel/motel management training locally within the northwest suburban corridor.
2- The program is a two-year curriculum leading to the Associate in Applied Science degree, allowing students to emphasize either "Administration and Rooms Management" or "Food and Beverage Management".
3- Also available will be the attached certificate programs, which are less comprehensive and shorter term, yet totally transferable to the Associate Degree curriculum.
4- All hotel/motel courses will be offered at the College and will be taught by practitioners from the industry.

In addition to the enclosed curricula, we have included catalog descriptions for each course that would be offered as a part of this program. We would appreciate the return of the survey no later than **May 21, 1990** in the self-addressed envelope enclosed for your convenience. Please be reminded this is only a survey for program justification for the ICCB and creates no obligation on your part.

Very truly yours,

Thomas A. Johnson

Thomas A. Johnson, Dean
Business and Social Science

Lou Buchenot

Lou Buchenot, Coordinator
Food Service Program

jc
Enclosures

SURVEY OF EDUCATIONAL NEEDS IN THE AREA OF HOTEL/MOTEL MANAGEMENT

I. Describe your property -

A. What is the formal name?_____

B. What is the address of your property and the telephone number? _____ Telephone _____

C. What is the number of rooms?_____

D. Does it have a food and beverage operation? _____ Yes _____ No

II. If Harper College were to implement this proposed program, and full-time non-employed students were enrolled, assuming normal attrition and turnover, estimate the number of Harper graduates you would most likely hire during the next year.

_____ Number of graduates

III. Assume that an individual has just completed our proposed Harper College two-year program, that this person has had at least one semester of an internship in a hotel or motel property, and is 20-23 years of age --

A. For what position(s) in your property could this individual be considered?

_____

_____

B. At what range of annual salary could this person reasonably be expected to start?

$ _____ to $ _____ annually

C. After one year of satisfactory service, what position(s) could this person advance to (if any)_____

What salary range the person may be advanced to?

$ _____ to $ _____ annually

IV. Indicate the number of current employees by function who you or your organization would encourage to enroll in Harper's proposed Hotel/Motel Program.

Number		For a 2-year Degree	For a Certificate	For a Few Courses
_____	A. Front Office	_____	_____	_____
_____	B. Housekeeping	_____	_____	_____
_____	C. Sales	_____	_____	_____
_____	D. Accounting	_____	_____	_____
_____	E. Food & Beverage	_____	_____	_____
_____	F. Recreational Facilities Related	_____	_____	_____
_____	G. Engineering	_____	_____	_____
_____	H. Other (specify) _____	_____	_____	_____

(Over)

V. Check (X) the most convenient time period for your employees to take courses in this proposed program.

_____ A. Early weekday mornings 7:00 a.m.
_____ B. Late weekday afternoons 4:00 - 6:00 p.m.
_____ C. Weeknights
_____ D. Saturday mornings
_____ E. Other (Specify)_____

VI. Do you have a tuition reimbursement program which would be applicable to your Hotel/Motel employees who might satisfactorily complete one of Harper's proposed new programs. Check (X) One.

_____ A. Yes, it would cover full tuition
_____ B. Yes, it would cover partial tuition
_____ C. Yes, but it would be applicable to only some employees
_____ D. I am not sure
_____ E. No

VII. Mark the number of present managerial staff (i.e. managers, supervisors, department heads, assistant department heads) in each educational category.

Job Category	College Degree in Hospitality Field	Other College Degree	No College Degree
A. Sales	_____	_____	_____
B. Front Office	_____	_____	_____
C. Housekeeping	_____	_____	_____
D. Accounting	_____	_____	_____
E. Food & Beverage	_____	_____	_____
F. Recreation/Related	_____	_____	_____
G. Engineering	_____	_____	_____
H. Other (Specify)_____	_____	_____	_____

VIII. In which functional areas in your organization do you have the most trouble providing training or trained personnel? Check (X) all those which are appropriate.

_____ A. Front Office
_____ B. Housekeeping
_____ C. Sales
_____ D. Accounting
_____ E. Food and Beverage
_____ F. Recreational Facilities
_____ G. Engineering
_____ H. Other (specify)_____

IX. With respect to the proposed Harper Motel/Motel Management Program described in the cover letter and attachments, what is your general evaluation? Check (X) One.

_____ A.I am favorably impressed and could consider hiring your graduates
_____ B.I am favorably impressed but would have no need to hire your graduates
_____ C.There are some major modifications that should be made in the program before it could be valuable.
_____ D.There is no need for such a program.

X. Which do you think are the most significant courses in the proposed program with regard to your organization's needs?

_____

_____

_____

_____

XI. Are there courses listed in the proposed program which you feel would be of little value? If so, describe.

_____

_____

_____

_____

XII. Do you have any other suggestions for the modification of the proposed Hotel/Motel Management curricula?

_____

_____

_____

_____

XIII. List the name and title of any person you know who would be qualified and interested in serving as an instructor or guest lecturer in the proposed program.

Name_____Title _____

Company and Address_____

_____

Telephone Number _____

Major field of interest _____

If the person who filled out this form is not the one to which the cover letter was addressed, please list your name and title in the company.

_____

_____

(Over)

XIV. You may have noticed that cooperative training is an integral component of the proposed program. As you may know, this involves the College working with employers to find suitable training situations in hotel/motel operations where students could obtain work experience valuable to their academic training while in school. Usually, this amounts to having students work 15-20-25 hours per week while in school. (Your answer to the following question creates no obligation on your part.)

Could your operation be able to employ and would you be willing to sponsor students in the proposed program as trainees?

_____ A. Yes (If yes, how many could be accommodated in your operation at any one time?_____)

_____ B. No

_____ C. Possibly

_____ D. I would have to have more information.

THANK YOU for responding to this study. Please return the completed instrument in the self-addressed stamped envelope which is enclosed for your convenience.

PROPOSED CURRICULUM

HOTEL/MOTEL ADMINISTRATION AND ROOMS MANAGEMENT (A.A.S. Degree)

First Year

First Semester

English[1]	3
FSM 111 Introduction to Hospitality Industry	2
FSM 112 Quantity Food Production	4
FSM 114 Food Standards and Sanitation	3
MGT 150 Business Math	3
	15

Second Semester

English[1]	3
FSM Elective[2]	3
FSM 102 Marketing and Promotional Sales	3
FSM 103 Front Office Procedures	3
MGT 111 Introduction to Business Organization	3
	15

Second Year

First Semester

FSM 202 Hotel/Motel Auditing	3
FSM 212 Food Service Supervision	4
FSM 230 Hospitality Law and Risk Management	4
PSY 101 Introduction to Psychology	3
Social Science Elective	3
	17

Second Semester

FSM Elective[2]	3
FSM 213 Seminar and Internship	4
FSM 214 Cost Control	3
SPA 101 Elementary Spanish	4
SPE 101 Fundamentals of Speech Communication	3
	17

[1] Students may elect ENG 100, ENG 101, or ENG 102, depending on their test scores and the advice of a student development faculty member.

[2] Elective: FSM 101, FSM 107, FSM 109, FSM 204, FSM 210, FSM 215 or FSM 216

* denotes new course

PROPOSED CURRICULUM

HOTEL/MOTEL FOOD AND BEVERAGE MANAGEMENT (A.A.S. Degree)

First Year

First Semester

English[1]	3
FSM 111 Introduction to Hospitality Industry	2
FSM 112 Quantity Food Production or	
FSM 113 Quantity Food Service	4
FSM 114 Food Standards and Sanitation	3
MGT 150 Business Math	3
	15

Second Semester

English[1]	3
FSM 102 Marketing and Promotional Sales	3
FSM 112 Quantity Food Production or	
FSM 113 Quantity Food Service	4
FSM 115 Menu Planning	2
MGT 111 Introduction to Business Organization	3
	15

Second Year

First Semester

FSM 202 Hotel/Motel Auditing	3
FSM 211 Purchasing and Storage	3
FSM 212 Food Service Supervision	4
PSY 101 Introduction to Psychology	3
Social Science Elective	3
	16

Second Semester

FSM 213 Seminar and Internship	3
FSM 214 Hospitality Cost Control	3
Food Service Management elective[2]	3-5
SPA 101 Elementary Spanish	4
SPE 101 Fundamentals of Speech Communication	3
	16-18

[1] Students may elect ENG 100, ENG 101 or ENG 102, depending on their test scores and the advice of a student development faculty member.

[2] FSM Electives: FSM 107, FSM 109, FSM 210, FSM 215, FSM 216, or FSM 230

* denotes new course

HOTEL/MOTEL FOOD AND BEVERAGE MANAGEMENT CERTIFICATE

This certificate program is designed for people presently employed in the hospitality industry to enable them to upgrade their management skills or to assume more responsible positions. This certificate is NOT limited to only the above but may help those who wish to change careers. A minimum of 30 hours must be selected.

FSM 111 Introduction to Hospitality Industry	2
FSM 112 Quantity Food Production	4
FSM 113 Quantity Food Service	4
FSM 114 Food Standards and Sanitation	3
FSM 115 Menu Planning	2
	15

15 Hours from the following must be chosen:

FSM 102 Marketing and Promotional Sales	3
FSM 107 Basic Quantity Bread and Pastry Arts	5
FSM 109 Basic Quantity Culinary Arts	5
FSM 202 Hotel/Motel Auditing	3
FSM 211 Purchasing and Storage	3
FSM 212 Food Service Supervision	4
FSM 213 Seminar and Internship	4
FSM 214 Hospitality Cost Control	3
FSM 215 Restaurant Layout and Equipment	3
FSM 216 Introduction to Wines and Spirits	3
FSM 230 Hospitality Law and Risk Management	4
SPA 101 Elementary Spanish	4

HOTEL/MOTEL FOOD AND BEVERAGE MANAGEMENT CERTIFICATE

This certificate program is designed for people presently employed in the hospitality industry to enable them to upgrade their management skills or to assume more responsible positions. This certificate is NOT limited to only the above but may help those who wish to change careers. A minimum of 30 hours must be selected.

FSM 111 Introduction to Hospitality Industry	2
FSM 112 Quantity Food Production	4
FSM 113 Quantity Food Service	4
FSM 114 Food Standards and Sanitation	3
FSM 115 Menu Planning	2
	15

15 Hours from the following must be chosen:

FSM 102 Marketing and Promotional Sales	3
FSM 107 Basic Quantity Bread and Pastry Arts	5
FSM 109 Basic Quantity Culinary Arts	5
FSM 202 Hotel/Motel Auditing	3
FSM 211 Purchasing and Storage	3
FSM 212 Food Service Supervision	4
FSM 213 Seminar and Internship	4
FSM 214 Hospitality Cost Control	3
FSM 215 Restaurant Layout and Equipment	3
FSM 216 Introduction to Wines and Spirits	3
FSM 230 Hospitality Law and Risk Management	4
SPA 101 Elementary Spanish	4

FSM 107 - BASIC QUANTITY BREAD AND PASTRY ARTS 5 HRS.

Introduces basic quantity baking of breads and pastries under the guidance of a master baker/instructor. Students will get theory and classroom discussion plus hands-on production experience as interns in the college bakeshop.

Prerequisite: Consent of coordinator or instructor

FSM 108 - ADVANCED QUANTITY BREAD AND PASTRY ARTS 5 HRS.

Continues instruction in the finer arts of breads and pastry preparation, including emphasis on pastry arts work, pastries and breads as used in exclusive establishments and ornamental skills for culinary skills for culinary exhibits. Includes internship in the college bakeshop and classroom discussions.

Prerequisite: FSM 107

FSM 109 - BASIC QUANTITY CULINARY ARTS 5 HRS.

Introduces basic training by internship in the elements of quantity culinary production arts. The college kitchen, pantry, salad department, dishroom and other "back of the house" areas will be used to acquaint students with the production picture. Students will participate in direct production hands-on learning and culinary arts theory.

Prerequisite: Consent of instructor or coordinator

FSM 110 - ADVANCED QUANTITY CULINARY ARTS 5 HRS.

Continues FSM 109 with special emphasis in the dining experiences. Students will prepare meals for the college dining room, banquets, catered functions and special culinary arts events. Students will discuss theory as well as procedures in the "back of the house."

Prerequisite: FSM 109

FSM 112 - QUANTITY FOOD PRODUCTION 4 HRS.

Basic training in the theory and practice of quantity food preparation with emphasis placed on actual food preparation in the college kitchens under the guidance of master chefs and bakers.

FSM 113 - QUANTITY FOOD SERVICE 4 HRS.

Introduces theory and practice of quantity food serving including practical experience in dining rooms and catering service. Involves set-up, tableside preparation and presentation. Examines various roles of dining room personnel.

FSM 114 - FOOD STANDARDS AND SANITATION 3 HRS.

Function of food ingredients, evaluation of finished products including convenience food products and uses, food service sanitation standards and procedures.

FSM 115 - MENU PLANNING 2 HRS.

Practical applications of nutrition as related to food service operations. Menu planning theory and methods for all types of food operations and special events; menu planning as a determination of food cost.

FSM 210 - HOSPITALITY FACILITY MAINTENANCE 2 HRS.

Focuses on the organization, duties and administration of a restaurant and lodging facility maintenance department. Discusses purchasing, furniture, carpeting, linens and supplies. Identifies and evaluates care and maintenance techniques of the areas serviced by a facility maintenance department.

FSM 211 - PURCHASING AND STORAGE 3 HRS.

Standards and identification of quality meats, dairy products, produce, groceries, frozen foods and supplies. Methods of purchasing, purveyor relations and proper storage techniques and purchase standards for convenience foods.

FSM 212 - FOOD SERVICE SUPERVISION 4 HRS.

Study of the theory and techniques of supervision as related to the food service industry.

FSM 213 - SEMINAR AND INTERNSHIP 4 HRS.

Part of the credit for this course will be given for participation in a supervised cooperative work experience program in a college approved training station. Enrollment is restricted to sophomores in the Food Service Management program.

Prerequisite: FSM 212 or consent of instructor

NEW COURSES

FSM 101 - HOTEL/MOTEL ENGINEERING 3 HRS.

Basic principles of electricity, heating, air conditioning, planning and layout, mechanics and plumbing. How to write specifications and read blueprints. Emphasis on safe, sanitary, and efficient operations of a lodging establishment.

FSM 102 - MARKETING AND PROMOTIONAL SALES 3 HRS.

Organization and function of the hotel/motel sales department. Methods, practices and techniques used to obtain a favorable public image. How to sell and promote the many services offered by the industry. How to secure business through advertising and publicity.

FSM 103 - FRONT OFFICE PROCEDURES 3 HRS.

An analysis of the duties of front office personnel and techniques of registering, assigning room and checking out guests. "Hands on" approach with current front office machinery.

FSM 111 - INTRODUCTION TO HOSPITALITY INDUSTRY (Rev.) 2 HRS.

An orientation course on the history, organization and problems of the hospitality industry are discussed. Basic principles are considered and their application to the industry is an important element of the class.

The course is designed to give students an opportunity to gain enough practical insight concerning the industry that he may make a decision as to whether this area is compatible with his ambitions and abilities.

FSM 202 - HOTEL/MOTEL AUDITING 3 HRS.

A study of auditing systems for the hospitality industry. Special emphasis on operating statistics and financial reports. Explanation of how management uses these reports.

FSM 204 - HOTEL/MOTEL HOUSEKEEPING 3 HRS.

Designed to provide the student with a general understanding of the organization, duties, and administration of institutional housekeeping. Also includes interior decoration, purchase of furniture, carpeting, linens and supplies. Practical maintenance of above items also discussed.

FSM 214 - COST CONTROL 4 HRS.

Practial application and theory of various food and beverage cost control systems.

FSM 215 - RESTAURANT LAYOUT AND EQUIPMENT 3 HRS.

Maximizing employee productivity through various types of food equipment and proper equipment arrangement. Effects of use of convenience foods on equipment planning.

FSM 216 - INTRODUCTION TO WINES AND SPIRITS 3 HRS.

Studies alcoholic beverage classifications, alcoholic beverage laws, wine regions, purchasing and control, promotion and service.

Prerequisite: Minimum age of 21

FSM 230 - HOSPITALITY LAW AND RISK MANAGEMENT 4 HRS.

Surveys our legal system as applied to the hospitality industry. Examines contracts, torts and various labor laws pertinent to the industry. Analyzes insurance costs, including fire, accident, worker's compensation and employee liability and their effect on various types of facilities.

OPERATIONAL STAFF:

Secretary: Janice A. Cook
Mailing: Karla L. Hill
Tabulation: Salome Joseph

ERIC Clearinghouse for
Junior Colleges

MAR 15 1991